

EC'd Yes Last Received: 08/29/2012 9:14 AM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.	Agency () WATERFRONT STRATEGIES	Rep Firm
Advertiser () HOUSE MAJORITY PAC	3050 K ST NW	Sales Office () PHILADELPHIA
Product HOUSE MAJORITY PAC	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1432	Agency C/P1/P2/E 79/86/1432	
Buyer Dan Nagelberg	Flight Dates 09/04/2012 - 09/24/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

CLIENT: HOUSE MAJORITY PAC SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$13,675
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	10A-11A	MILLIONAIRE	:30	\$100.00	09/17-09/21	3	1	3	\$300.00	
	2	TU-F	4P-5P	STEVE WILKOS	:30	\$250.00	09/04-09/07	2	1	2	\$500.00	
	3	M-F	7P-730P	TMZ ON TV	:30	\$400.00	09/17-09/21	3	1	3	\$1,200.00	
	4	M	9P-10P	THE MOB DOCTOR	:30	\$2,000.00	09/24-09/24	1	1	1	\$2,000.00	
	5	W	8P-10P	THE X-FACTOR	:30	\$2,500.00	09/19-09/19	1	1	1	\$2,500.00	
	6	M-F	10P-1045P	LATE NEWS	:30	\$1,200.00	09/10-09/21	1	2	2	\$2,400.00	
	7	SA	11P-1130P	SATURDAY LATE NEWS	:30	\$1,000.00	09/22-09/22	1	1	1	\$1,000.00	
	10	M-F	4P-5P	STEVE WILKOS	:30	\$250.00	09/10-09/21	4	2	8	\$2,000.00	
	11	M	4P-5P	STEVE WILKOS	:30	\$250.00	09/24-09/24	1	1	1	\$250.00	
	12	M	10P-1045P	LATE NEWS	:30	\$1,200.00	09/24-09/24	1	1	1	\$1,200.00	
	13	M-F	3P-4P	JERRY SPRINGER	:30	\$175.00	09/10-09/14	1	1	1	\$175.00	

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	14	M-F	1130P-12A	DISH NATION	:30	\$150.00	09/17-09/21	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 25 / \$13,675.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$13,675.00
Sales Totals: 25 / \$13,675.00
Station Totals: 25 / \$13,675.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$136,750	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
		WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE